

# *SilverLine*

Confessions of a Race Director

# CONFESSIONS *of a* RACE DIRECTOR

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How one event producer with just 5,000 athletes delivered a **48% increase in registrations** and 20x his audience in video viewership in a single month, in the offseason, with zero budget.

SilverLine provides event managers with a platform designed for driving business growth in a digital world. Working closely with our event and publishing partners, we connect media buyers and brands with athletes in their moment through multi-channel video touchpoints across the endurance sports landscape.

The following case study tells the story of how a single SilverLine event partner with only a handful of events is able to harness the power of SilverLine's digital video technology to engage their audience and grow their business.



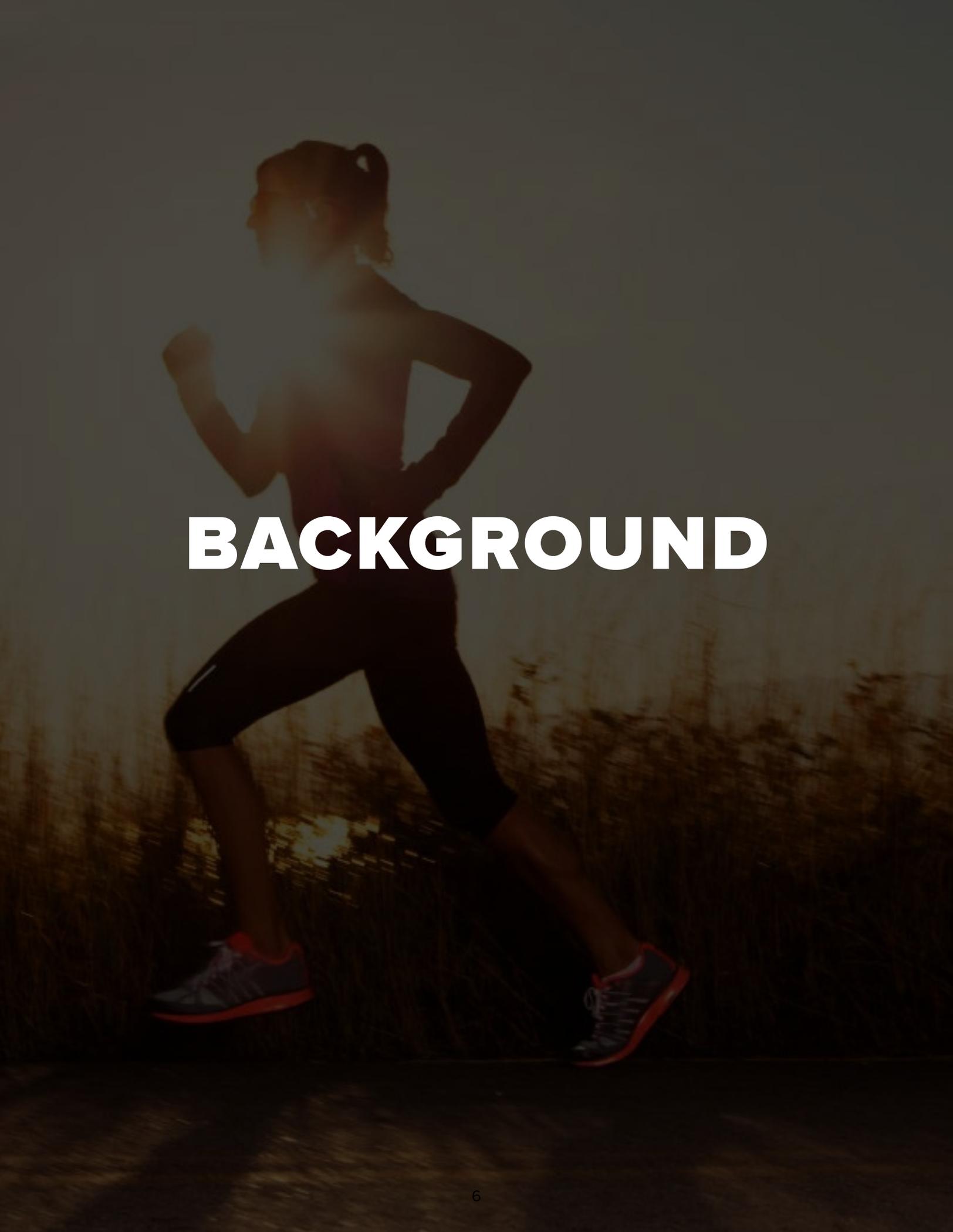
A person is running on a path, viewed from behind. The image has a green overlay. The word "SUMMARY" is written in white, bold, uppercase letters across the center of the image.

# SUMMARY

With a growing stable of elite destination events and a passionate audience of athletes, DelMoSports is an endurance sports event production company along the southern New Jersey shore and Delaware.

An early adopter with video, DelMoSports founder Steve Del Monte is known for motivating his audience and disseminating event information to his athletes all through video. However, as they added more event properties, DelMoSports needed a resource to help them scale their video communication and create a comprehensive distribution plan to generate revenue from this medium.

Since partnering with SilverLine, DelMoSports now precisely coorelates the marketing impact that video has on the business, and it also includes digital video sponsorship as a business asset by creating and distributing original sponsored content. DelMoSports counts video - and SilverLine's platform integration - as a revenue driver for the company.

A silhouette of a woman running in a field of tall grass, with the word "BACKGROUND" overlaid in large white letters.

# BACKGROUND

**DelMoSports produces signature events such as Escape the Cape Triathlon, Atlantic City Triathlon, Tri the Wildwoods, Escape to Lewes Open Water Swim Classic and most recently added Ironman 70.3 Atlantic City. From the beginning, DelMoSports used video as a strategic communication tool.**

*“For DelMoSports, video was the easiest and most effective way to communicate to our audience,” said Steve Del Monte, founder and CEO, DelMoSports. “Video gives me the opportunity to put a face to the event and be one-to-one with each athlete to tell the story of DelMoSports.”*

**How does he know his videos are resonating with his audience?**

*“Our videos are the number one method of engaging our audience. The more quality content we produce, the more consistent gains we see in customer acquisition and retention, engagement, page views, social reach and most importantly - event registrations,” said Del Monte.*

*“Plus, people come up to me all the time and tell me they love the videos. A woman came up to me at Disney World and said, ‘You’re the guy from the Escape the Cape videos.’ That sort of thing confirms that my audience responds to video.”*

A person is running on a path, captured from a low angle focusing on their legs and feet. The image is overlaid with a semi-transparent green filter. The runner is wearing dark shorts and athletic shoes. The background shows a blurred natural setting with trees and a path.

# **THE MYTH OF VIDEO PRODUCTION**

Events finding the most success with video are the events that prioritize the quality of the message over the quality of the production. Audiences tend to care less about a polished production and more about the authenticity of the message - which establishes a one-on-one connection.

“If you’re providing valuable content at the right time, your audience feels more connected and loyal to your event regardless of where and how you shoot a video,” said Holden Comeau, co-founder and COO, SilverLine. “Your audience will positively respond to authenticity every time, and they’ll see right through anything inauthentic.”

DelMoSports has mastered self-shot video production as a low-cost method of effectively driving audience engagement. Critical event information such as FAQs, course tours, and operational details are combined with an effective distribution pipeline to get critical information in front of the audience, and simultaneously driving marketing results. DelMoSports has employed similar production techniques - mixed with strategically positioned video that is professionally produced - to successfully activate sponsors.

*“Let’s say a vendor falls through at the last minute and you have a sensitive operational change that the athletes need to hear,” suggested Comeau. “Shoot that video with your phone and humanize the message to turn something negative into a community-building, sincere connection that dually serves your ultimate communications goal. This creates emotional depth to the experiences that are created by your organization and it builds loyalty.”*

# DEBUNKING THE MYTH OF VIDEO PRODUCTION:

Quality of message is a priority over the quality of production

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Timely and efficient distribution is the most important variable

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Great video doesn't need fancy equipment

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HD video can be shot, edited and uploaded on your phone

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Connect one-on-one by talking directly to your audience



# **CONFESSIONS OF A RACE DIRECTOR**

**SPONSORED CAMPAIGN**

**Sponsorship is at the heart of every profitable endurance event. These days, brands are incorporating digital media resources within their sponsorship teams and looking for new ways to digitally activate and measure ROI on their investments.**

Knowing that their audience responds so well to videos, SilverLine worked with DelMoSports to create a sponsored video series.

The resulting “Confessions of a Race Director” series was a five-part weekly video series running in the early spring prior to the start of triathlon season.

The campaign included videos such as **Humble Beginnings** - “*Plan? What Plan?*” and **Escape the Cape** – “*The Boat is a No Go*” with Steve Del Monte reflecting on one particular moment impacting the development of the company and his races over the years.

The campaign is tagged with ‘Presented by SilverLine’ in order to quantify the results for future sponsors. The goal was to test a sponsored video series with compelling content and simultaneously increase engagement results for the event and the sponsor.



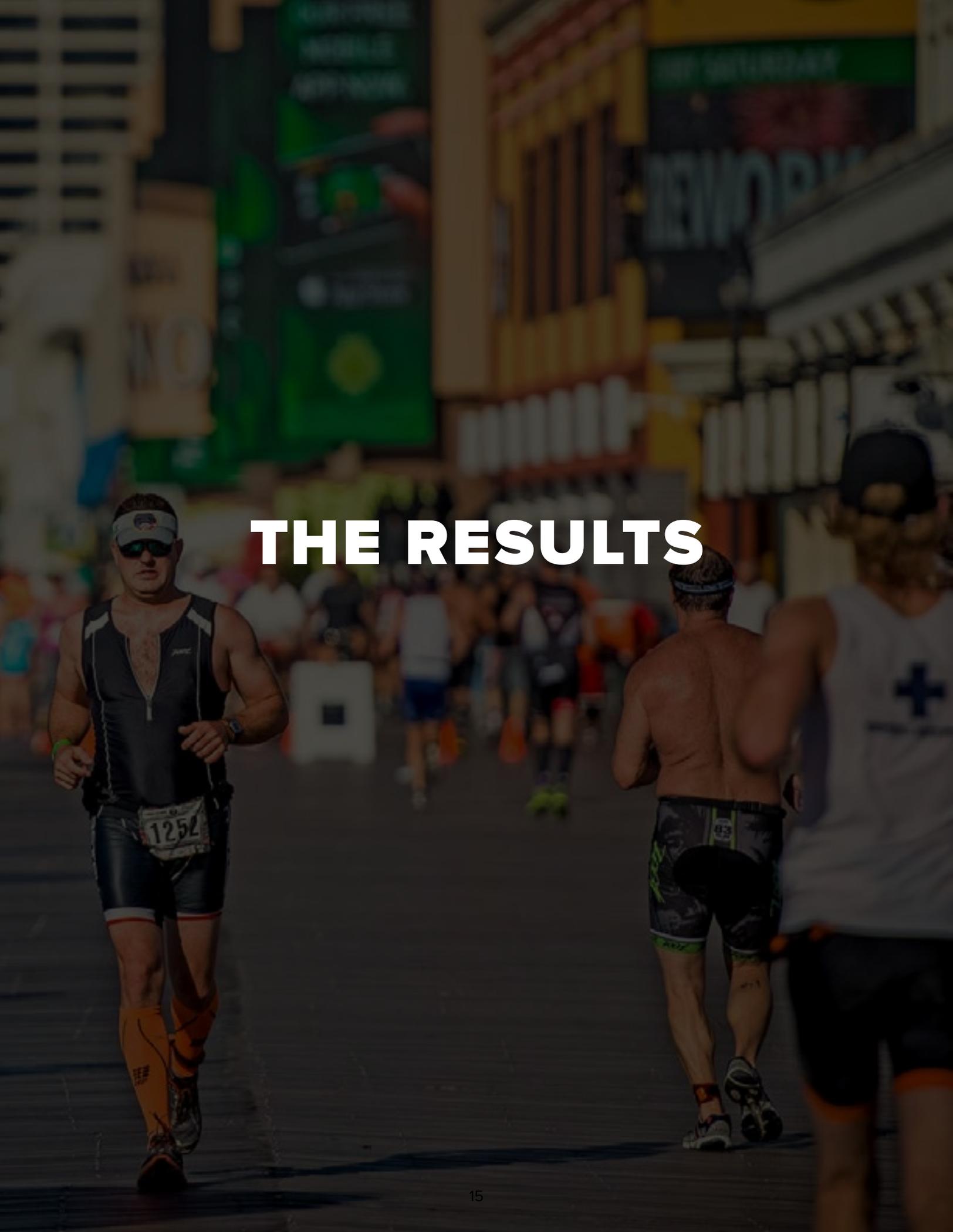
**THE VALUE  
OF SILVERLINE**

As is the case with “Confessions of a Race Director,” the true value of working with SilverLine lies in our ability to create an end to end strategy for our event partners’ campaigns - from planning to distribution, and all the way to sponsorship and monetization.

*“Successful video engagement doesn’t happen on its own. It is a product of a strong campaign built around actively getting the video seen. A strong distribution strategy is just as important as the content itself.” — Holden Comeau, co-founder and COO, SilverLine.*

Video distribution as a predetermined strategy should be considered when making content production decisions. Consider timing, as well as the distribution end-point (where the viewer is going to watch) when conceptualizing and ultimately scheduling a video release.

*“Are your athletes two months out and in heavy training?” asked Comeau. “Or are you talking to them the night before the race? Are they viewing on your website? Facebook? YouTube? On their phone? In your app? Through an OTT service like Roku? The technological value of SilverLine is that we seamlessly connect all of those end-points into one turn-key, centralized platform, giving our partners the ability to execute against intelligent content strategies. We want our partner’s to make content decisions in consideration of critical success variables...why are we making it; when are we releasing it; where is it going; who is watching it.”*

A triathlete in a black and white triathlon suit with race number 1252 is running towards the camera in a crowded city street. Other runners are visible in the background, including one in a white tank top with a cross logo and another in patterned shorts. The scene is set in an urban environment with buildings and banners.

# THE RESULTS

The “Confessions of a Race Director” sponsored campaign produced the following results over the five week period.

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**100k** Video Views

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**20X** Video Views to Athlete Base of DelMoSports

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**48%** Increase in DelMoSports’ Event Registrations

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**1096%** Increase in DelMoSports Digital Impressions

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**736%** Increase in Average Reach per Social Media Post

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**1820%** Increase in Facebook Users

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**546%** Increase in Facebook Stories Created through Shares

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*(Percentages are growth year over year April 2015 vs April 2016)*



# CONCLUSION

## What does this mean for Event Partners?

The success of the “Confessions” campaign proves that the right content, delivered to the right audience at the right time, will have a significant impact on your business regardless of your size.

*“SilverLine creates an end to end strategy for our event partners. We make digital activation easy, accessible and efficient for our partners regardless of their size.”* — Jayme Anne Goldberg, co-founder and CEO, SilverLine.

## What does this mean for Brands?

Sponsored campaigns provide another tool in the arsenal for brands working with SilverLine. SilverLine provides media buyers and sponsors the best platform to reach athletes across the entire endurance sports landscape. This case study proves that a sponsored campaign can significantly drive impressions, and awareness of a brand when closely associated with a strong content series.

*“If one campaign conducted over one month can produce a return of 20x video views relative to the athlete registrant base of just one event, there is an amazing opportunity for brands looking to reach athletes across the thousands of events currently connected to the SilverLine network.”* said Goldberg.

This case study with DeIMoSports is just one example to demonstrate the value SilverLine provides for all of our event partners. “Confessions of a Race Director” provides great digital content for athletes while the campaign as a whole has achieved tremendous results for DeIMoSports and for SilverLine.

*“The true value of partnering with SilverLine is how we help our event partners identify the inherent value in their digital properties and provide media buyers and brands a valuable asset in which to invest,”* said Goldberg.

*“What SilverLine was able to accomplish with DeIMoSports is only a fraction of the reach and impact we have in the endurance sports community. We’re excited to take the learnings from this case study and apply them across all of our events and brand partners,”* said Goldberg.



SilverLine connects brands with athletes  
in *their* moment.



**Want to hear about what SilverLine can do for you?**

Visit [www.silverlineathletics.com](http://www.silverlineathletics.com) or contact us anytime via email  
info@silverlineathletics.com or by phone (215) 395-9455



**DelMoSports, LLC is a boutique race company founded in 2004, specializing in elite destination events along the southern New Jersey shore and Delaware.**

Their unique and award-winning events include the Atlantic City Triathlon, Tri the Wildwoods Triathlon, Escape to Lewes Open Water Swim Classic and Escape the Cape Triathlon, which was voted the Best Triathlon in the Mid-Atlantic and Northeast Regions by Competitor.

Known for high quality, athlete-centered productions with an emphasis on community involvement, DelMoSports events provide challenging courses, spectacular scenery and amazing vacation opportunities for athletes and their families.

[www.delmosports.com](http://www.delmosports.com)

# THE “CONFESSIONS OF A RACE DIRECTOR” VIDEO SERIES LINKS

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[Humble Beginnings - “Plan? What Plan?”](#)

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[Creating Escape the Cape - “Don’t You People Like Boats?”](#)

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[Starting Tri AC – “Sometimes You’ve Got to Listen to your Gut”](#)

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[Riding Bikes on the AC Expressway – “Yeah, Let’s Do This”](#)

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[Escape the Cape – “The Boat is a No Go”](#)

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[Full Series DelMoTV Page](#)

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